

# ENTERPRISE WEB MINING SYSTEM AND METHOD

## ABSTRACT

An enterprise-wide web data mining system, computer program product, and method of operation thereof, that uses Internet based data sources, and which  
5 operates in an automated and cost effective manner. The enterprise web mining system comprises: a database coupled to a plurality of data sources, the database operable to store data collected from the data sources; a data mining engine coupled to the web server and the database, the data mining engine operable to generate a plurality of data mining models using the collected data; a server  
10 coupled to a network, the server operable to: receive a request for a prediction or recommendation over the network, generate a prediction or recommendation using the data mining models, and transmit the generated prediction or recommendation.